

AutoCount Dealer Risk ReportSM

Gain deeper market insight to rise above the competition



Experian Automotive's new AutoCount[®] Dealer Risk Report is an enhancement to our AutoCount Dealer ReportSM that goes deeper to explain new/used vehicle financing trends and market share within customized score ranges and loan characteristics. With this additional information, you can better understand the current state of the market at the risk level and position your dealership for the greatest success.

Secure the right loans for your potential customers

In today's market, it is important to have the highly competitive insight you need from a source you can trust to help you understand:

- What credit segments finance sources are buying
- If you are working with the right lenders
- How lenders are pricing loans by credit tier
- Where your competition is securing loans
- What volumes other dealers in your market are selling into by score

Accurate information when you need it

Whether periodically or monthly add AutoCount Dealer Risk ReportSM as an enhancement to your current subscription and receive the benefits of the following report features:

- All lenders originating loans in your market
- Average amount financed, loan term, rate and average payment
- Geographic selection down to the ZIP Code[™] level
- New/Used vehicles and franchise/independent dealerships
- Vehicle makes, models and years

Customized packages to meet your needs

The AutoCount Risk Report for Dealers is available in three packages to allow you to subscribe to the level of information required to meet your specific objectives:

Standard package — Consists of three reports providing information on all dealers within your market, the average credit score and count for total/new/used transactions, and insight into dealer and lender transactions across customized or standard risk tiers.

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Plus package — Includes all reports in the standard package as well as two additional loan analysis reports that provide insight into average credit score and total loans, average amount financed, monthly payment, loan term and interest rate for each dealer and lender in your market.

Premium package — Includes all reports in the standard and plus packages as well as eight additional loan analysis reports consisting of four range reports for dealers and four for lenders that further show lender and/or dealer transactions per attribute across the risk tiers.

Close more deals

When the market gets tough, fight back with deeper market information that allows you to get ahead and stay ahead of your competition. Now you can locate the best financing sources to secure the most loans and close more deals.

To find out more about AutoCount Dealer Risk Report, contact your local Experian sales representative or call 1 888 853 3307.

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